Officially Endorsed by Ocean Beach Chamber of Commerce and by Pacific Beach Community League

Community Spirit Upheld

THE BEACH NEWS

Circulating in Every Home

Promoting the Progress of the Beach and Bay Sections of San Diego and Point Loma Peninsula

Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, Roseville and Point Loma Heights

VOL. 2—NO. 8 | 4829 SARATOGA AVENUE | Ocean Beach, California, February 23, 1923 | PHONE POINT LOMA 17 | FIFTY CENTS A YEAR FIVE CENTS THE COPY

MUSICAL TEA TOMORROW EVE

Demonstration of the Dunning System in Teaching Piano Fundamentals by Which Fun and Study Are Combined.

A musical tea will be given on Saturday, February 24, at the home of Mrs. Juanita B. Close, 4943 Niagara avenue, from 3:30 to 5 p. m. Mrs. Close is completing a normal course in the Dunning System of improved music study under the auspices of the Mission Hills School of Music, San Diego and will hereafter conduct a branch studio for that institution at her home address.

The public are cordially invited to tomorrow's tea, and especially to see a demonstration of the Dunning System, in connection with piano work for beginners, which will be given by Miss Clara Matthews Garrett, who has charge of the normal course in the Mission Hills School.

The Dunning System is a modern method by which very small children can be taught the fundamentals in music in a scientific but very attractive way. Difficult terms and much of musical history are taught through games, stories and songs. The children are attracted by the pleasant way in which fun and study are combined.

Miss E. Alice Holman, director of the Mission Hills School of Music, is much pleased that through Mrs. Close she can give the benefits of this work to those who could not conveniently attend the school in San Diego. Anyone interested may visit Mrs. Close, or information about this work and any other musical study may be obtained by telephoning 628-07 or visiting the main studio at Thearles in San Diego.

FRIDAY NITE DANCING CLUB

There will be a gala time tonight at the beautiful Garden of Eden, the Friday Night Children's Dancing club will hold forth at a gay Washington's birthday dancing party. A committee appointed by Mrs. J. M. Harrison, president of the club, composed of the following young ladies, Miss Nancy Justin, Lovey Humason, Margaret McClelland and Jean, Harrison, made the hatchets and caps which will be given to each child that attends. Dancing prizes will also be given. Parents are especially invited.

Breezes and Wheezes

"Dad" Morris has added a new Victrola, with a big supply of the latest records, as one of the feature attractions at the Blue Front, where the new soda and ice cream parlorette has met with much favor.

"Billy" Morrison is making a point of boosting his friend, "Charlie" Rinehart, for the mayoralty to all patrons of the new Chop-Suey Inn at the Newport cafe.

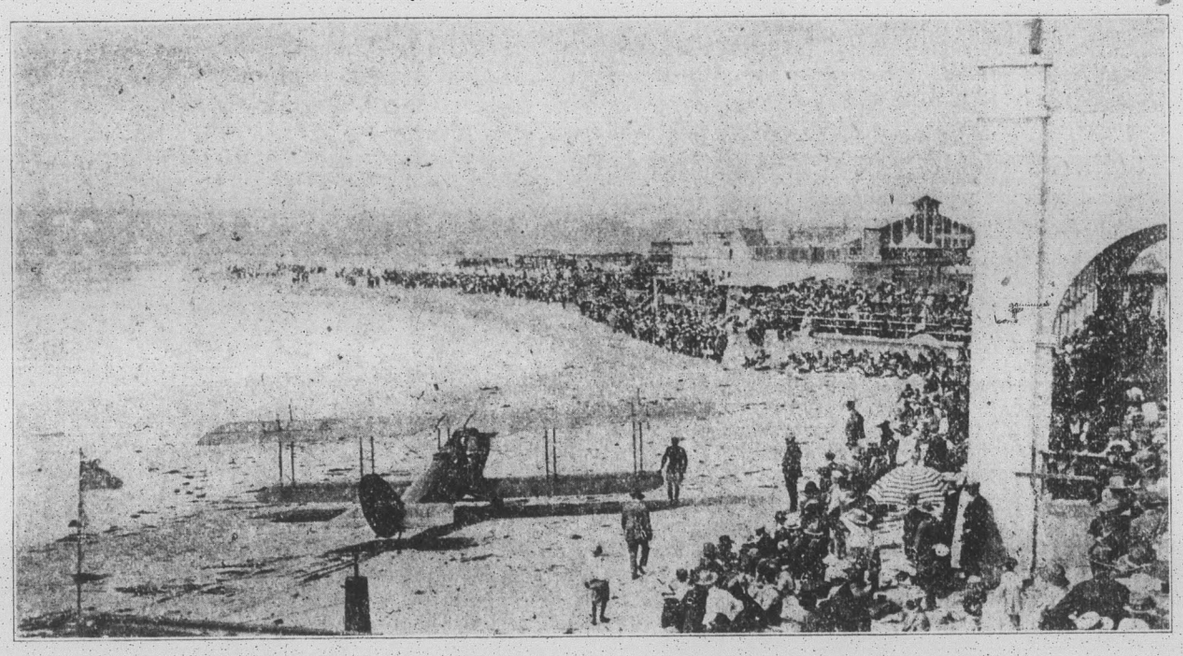
Earl Haas is preparing to move his feed, fuel, express and paint establishment to the new Dougherty builuding, 1926 Bacon street.

Frank MacElvee is constructing a new real estate office on the southeast corner of Bacon street and Newport avenue.

A croaker, weighing nearly seven pounds, was caught off the Ocean Beach bridge last Friday by a faithful local fisherman.

J. W. Jobes, the well-known builder, has recently finished the refloorring of a goodly section of "Zip" Pinson's barber shop on Newport avenue.

J. B. Harrison is making the necessary arrangements to look after the laundry of the big influx of folks confidently expected here with the next few months.



Remarkably Delightful View of Beautiful Ocean Beach

This especially striking view of the seashore frontage of Ocean Beach has been chosen for the beautiful central picture that graces the newly-designed membership placards of the O. B. Chamber of Commerce, which will be conspicuously placed in most of the business establishments and amusement resorts hereabouts. Embellished by an artistic border, with the shore scene portrayed in ultra-marine blue and the lettering in deep brilliantine black on heavy six-ply calendared cardboard, 7x11 inches in size, the placards form an output of **The Beach News** job printing department, proving a veritable delight to the eye, besides being most becomingly representative of the prevailing progressive spirit of glorious Ocean Beach.

Ocean Beach, We Love You So!

By MISS CLARA A. MONROE

* * *

Ocean Beach! the thought's alluring,
When we're city heat enduring;
Oh, to bathe where breakers high,
Round and o'er us swish and fly.
Then recede, while on the sand,
Breathless, dripping, cool we stand.

Ocean Beach! O, how we love it,
With the azure skies above it;
Ocean, boundless in its strength,
Stretching off thorughout the length
Of our wondrous western coast,
Then in farthest distance lost.

White-tipped breakers dashing spray,
Wild and reckless in their play;
Battling with them, how we gain
Health and boist'rous strength amain!
From each onslaught drenched we stand,
Panting on the dripping sand.

Bracing for the tide returning,
Careless of the sun that's burning,
Brown the skin erstwhile so white,
Changing the complexion quite;
Again into the tide we go;
Ocean Beach! We love you so!

Stop in Sunday at the BLUE FRONT and try our delicious Ice Cream Sodas or Sundaes, all flavors. Also Ice Cream in bulk. All Soda Drinks 5 cents. *

NEW BOARD OF DIRECTORS CHOSEN FOR C. OF C.

At the regular meeting of the Ocean Beach Chamber of Commerce held at the Ocean theatre last Monday night the following Board of Directors, numbering eleven, were duly chosen by ballot for the ensuing year, with W. H. Culmer, the newly elected president, in the chair: W. E. Benbough, L. G. Burkhardt, O. F. Davis, James Dougherty, G. H. Faber, Earl Haas, J. M. Harrison, C. H. Peltcher, Kirk Smith, D. J. Spencer, W. A. Thomas.

FINE FEATURE BILLS AT THE OCEAN THEATRE

You will certainly enjoy seeing Gloria Swanson in "The Impossible Mrs. Bellew" at the Ocean theatre tomorrow (Saturday) night. There'll be a double showing Sunday, and for Wednesday and Thursday of next week that clever and famous character actor, Guy Bates Post will appear as the star in "The Masquerader."

"Cliff" Owen has installed a new boiler in his pressing and cleaning establishment on Niagara avenue.

OCEAN BEACH BAND

* * *

Wouldn't that headline make you feel happy—if it was only true?

Well, it can be early and easily made to come to pass.

All that's necessary is to make a start—so, let's go!

There is a plentitude of talent for a good band right here at the beach.

If you know how to toot a horn, thrum a banjo, blow the bagpipes, tickle the ivories, hum the harmonica, whistle a tune, beat a drum, rattle the bones, play the fiddle, or in any way think you are musically inclined, send your name and address to **The Beach News,** in order that a properly organized committee may get into communication with you.

If you have any ideas on the subject of the organization of a local band, send 'em along.

Boys and grownups of all ages are wanted as members.

Don't be backward in coming forward.

Let's see if we can't make it a twenty-piece band right from the jump.

"ATTA BOY!" BUNNY!

They Tread on Our Toes, Too, Every Once in Just So Often

Here's a rousing editorial leader, published in big type, double-column wide, in last week's East San Diego "News":

THE DIFFERENCE

"The San Diego Sun delights in publishing anything of a sensational nature, but when it comes to showing the splendid growth made by East San Diego, the many public improvements, etc., not a word! The progressive citizens of this city are the ones who are approached when a 'boom' edition or annual is about to be launched and are usually the ones 'who come through.' Support your home paper, though only a weekly; it works for your interests, always."

Fotographer Froide is filling film orders fast these days and has improved his show rooms with the addition of new counters and show cases for the better display and protection of his splendid array of pictures.

Vote for the Library Bonds.

The Call of the Beach

By JEROME DAVIS

* * *

When you get enough of inland,
And your spirits are feeling blue,
Come on back, you wandering straggler,
OCEAN BEACH is calling you.
For you'll love her even climate,
Every night and every day;
No awful cold trade-winds,
Borne from the Arctic far away,
And you'll love the breakers crashing
If they even get you wet.
Can't you hear OCEAN BEACH calling?
You'll stay here every day, I bet.

Can't you vision the lights a-shining,
Where the waves on each other roll?
Can't you hear those breakers singing,
Singing for none but your soul?
All along the ocean front,
Close your eyes and think!
Now don't let that vision blunt—
Get your fill of its sweet drink;
Close your eyes and catch the fragrance
Of the town with all the zest;
OCEAN BEACH, I love you the best."

When you arrive in sight of the ocean,
I'll bet you're not alone,
'Cause there's a reception to your notion,
And nobody as cold as stone.
For there is a glad old welcome
That you get from no other clime—
China, Europe, Mexico—don't care from where you come;
So make it OCEAN BEACH, dear old friends of mine.
When you're tired for rest—
Your heart knows best,
So come on west—
For a rest—
And zest—
My guest

—At OCEAN BEACH.

"OUR DON" DELIGHTS 'EM ON THE PIBROCH

The Scottish Social club held a special meeting last Monday night at their San Diego club house.

After the evening ode was sung, refreshments were served, while Pipe Major Don Cameron, clad in native Highland costume, entertained with a selection of old time Gaelic airs on the pibroch.

Same to Charles F. May—Lot 27, block 102, Ocean Bay Beach.

GIRL RESERVES COMING TO BEACH

Splendid Entertainment Arranged by Mrs. A. M. Morgan for the C. of C. Social at Ocean Theater Next Monday Night.

The Ocean theatre promises to be the mecca of hundreds of Beachites next Monday night when an exceptionally fine program will be provided for the regular monthly social evening of the Chamber of Commerce.

The high standard already achieved by Mrs. A. M. Morgan in her zealous and efficient efforts at the head of the entertainment committee will be more than highly maintained. It requires a great deal of work and lots of worry to prepare a suitably varied and pleasing program month in and month out, and Mrs. Morgan is fully deserving of every tribute of praise that can be bestowed upon the pronounced success attending her unselfish and untiring devotion to the multifarious duties of arranging entertainments.

A special feature next Monday night will be the appearance of a large number of the Girl Reserves of San Diego, who will entertain with their wonderful yell, code service, and happy songs. The complete program follows, and it will be well worth your while to cancel all engagements and be sure to be in attendance.

Program

Dance of the Clowns, Ocean Beach Orchestra.

Girl Reserves—Code Service, Harriet Barnud.

Cello solo, Beatrice Rogers, accompanied by Arthur Tyler.

Reading, Arthur Tyler.

Piano solo, Virginia Weinrich.

Girl Reserves, songs and yell.

Solo, "Morning—Oley Speaks," Kenneth W. Crosby.

Meditation, Ocean Beach Orchestra.

Solo, "Invictus," (Bruno Huhn), Kenneth W. Crosby, accompanied by Mrs. A. M. Morgan.

Spirit of America, Ocean Beach Orchestra.

HOT ROLLS — Fresh Daily — at the O. B. Bakery, 1877 Bacon st. Phone Pt. Loma 72 W-K. *

Mary M. Hill to Mina Johnston—Lots 5 and 6, block 12, Ocean Beach.

Seen, Heard and Said

W. H. Culmer, the newly-elected president of the O. B. Chamber of Commerce, has been appointed manager of the Old Colony Club in San Diego, in which position his unbounded zeal and wealth of experience will prove of great value to that organization.

Armanda Terrace is the new name of a Point Loma street, formerly known as Hematite, which was said to be too much of a jaw-breaker.

In answering advertisements, please say you saw it in **The Beach News.**

William Kettner, the one and only "Bill" whom we all know and admire, has opened an office in the Spreckels building for the reception of naval officials and army dignitaries.

Charles F. Rice, who rotates between Alaska and Ocean Beach, is making a number of alterations and improvements in the Rockwell house on the side of the hill at Santa Monica avenue.

Miss Agnes G. Ells has an exceptionally desirable list of rentals, as well as a number of bargains in houses and lots for sale.

"Rowdy" is as proud of his pup as his owner is of the "Star" car at the Maine garage.

Ocean Beach Cleaners
5050 NIAGARA AVENUE

C. H. Owen, Prop.
Cleaning
Dyeing
Pressing
Phone: POINT LOMA 70-W
Work Called For and Delivered
Pompt Attention Given to Telephone Orders

Phone Point Loma 46-J Sunset Cliffs
Crags Apartments
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

Phone: Pt. Loma 74
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GRADUATE
SWEDISH MOVEMENTS
NATUROPATHY
Established 1897
SATISFACTION GUARANTEED
Lady Attendant
HOTEL NEWPORT
4965 Newport Ave. : Ocean Beach

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Poultry and Bee Supplies.
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WALSH & WALSH
PIONEER REALTY BROKERS
Business Property Our Specialty
City Office: 625 E Street
Phone 651-16
OCEAN BEACH OFFICE
5026 Newport Ave., Next to Postoffice
Phone: Point Loma 92

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
DR. F. J. RATTY
PHYSICIAN and SURGEON
Res. 4882 Saratoga Ave., Ocean Beach
Office, 5024 Newport Ave.

Phone: Point Loma 152-J-K
OCEAN BEACH PLUMBING CO.
Chas. H. Peltcher, Prop.
Repair Work, Contracting, Estimates
5068 NIAGARA AVENUE
Bath Tubs and Heaters, Plumbers' Supplies

Phone Point Loma 214-J
D.C. CROSBY
Real Estate and Insurance
4930 Muir Ave., Ocean Beach
Houses and Lots For Sale
Beach Cottages For Rent

PHONE POINT LOMA 77-W
OCEAN BEACH GARAGE
HENRY EULBERG, Prop.
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Authorized
FORD and CHEVROLET Service
4868 Newport Avenue
Two Blocks East of Dance Pavilion

Why Be a Washwoman?
CALL UP
O. B. Steam Laundry
Point Loma 31

Mrs. Victoria Kunz of Santa Cruz avenue has been putting in some more fruit trees on her pretty place, which has one of the finest lawns in Ocean Beach, with many beautiful flowers and shrubs.

Katherine's Kollum

In Memory of My Mother's Birthday

THIS DAY, THREE SCORE AND SIX YEARS AGO, THERE WAS BLESSEDLY BORN THE ADORABLE ONE BEARING THE SWEETEST NAME, THE PUREST LOVE, THE HOLIEST MEMORY KNOWN TO MY HEART—MY MOTHER.

GLORIOUSLY, PATIENTLY AND BRAVELY SHE BORE ALL TRIALS AND TRIBULATIONS IN HER EVENTFUL EARTHLY PILGRIMAGE, TWENTY CHILDREN FORMING HER IMMEDIATE FAMILY, YET THRU SUNSHINE AND SHADOWS, JOYS AND SORROWS, HER UNFAILING AND UNFALTERING AFFECTION NURTURED, SHELTERED AND DIRECTED ME; AND HER WONDROUS INFLUENCE, LIKE A GREAT STAR OF TRUTH, STILL GUIDES ME, FOR SHE GREETED ME AND LEFT ME WITH A LOVING KISS—TO REST IN GOD!

KATHERINE.

FEBRUARY 23, 1923.

SURPRISE BIRTHDAY PARTY

The lovely home of Mrs. A. M. Morgan on 5124 Saratoga avenue was the setting of a very enjoyable surprise party which was given in honor of Mrs. Mary I. Dobson, the charming mother of Mrs. Morgan, who celebrated her eighty-sixth birthday last Monday. A beautiful birthday cake, adorned with candles, graced the center of the table. The home was artistically decorated in lavender and cream. Ice cream and cake was served. The following guests were present: Dr. and Mrs. George Wallace, Rev. and Mrs. Dawson, Mrs. Borchert, Mrs. Close, Mrs. Oaks, Mrs. Martin, Mrs. D. N. Shepley, Mother Shepley, Katherine Mader, C. Townsend Brown and Miss Agnes G. Ells.

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Miss Ethel Kenner, the popular daughter of Mr. and Mrs. Fred Kenner of 4987 Newport avenue, is suffering from a nervous breakdown, caused by overstudy.

◆ ◆ ◆

Mrs. Robert J. Sterling is very happy over the arrival of her devoted mother, Mrs. Wilkens of Sioux City, Iowa, who expects to remain quite some time at the home of her daughter on Saratoga avenue.

◆ ◆ ◆

Miss Agnes G. Ells went to Anaheim this week to attend the funeral of a friend.

◆ ◆ ◆

The Ocean Beach division of Talent Workers will hold their business meeting next Wednesday, February 28, at the home of Mrs. Hardenberg on 412 East Hawthorne street, San Diego. All members are urged to attend.

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Mr. and Mrs. Easling, esteemed residents of Ocean Beach for a long while, have gone on an extended visit of three months to Ventura, Calif.

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Dr. Earl L. Chappell of San Diego has announced his candidacy as a member of the Board of Education at the forthcoming, election and his many friends predict a rousing majority for him.

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Gerald Miller, a 10-year-old boy, was seriously cut in the wrist when he fell on some broken glass while at play on the beach playgrounds early this week.

◆ ◆ ◆

Mrs. R. K. Mason of 4854 Muir avenue was slightly injured the other day when an automobile in which she was riding with her husband came into collision with a motorcycle on India street.

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Mrs. Laura Poland, who is teaching school at Valley Center, spent the week-end with her three sons at their Ocean Beach home on Narragansett avenue. Walter Moore was very glad to have a radio chat with his friends, Billie Harold and Cedric Poland. The four boys are great radio fans and are the proud owners of radio sets, which they individually constructed.

◆ ◆ ◆

The Peltcher children are just having the time of their young lives with their dandy new swing which Mrs. Peltcher had put up for their pleasure. By the way, Mrs. Peltcher is a very busy little lady these days. The instinct of the motherly devotion is plainly to be seen by the attentions she pays her children, besides being a helpful mate in her husband's business.

A. J. Geske of Eau Claire, Wis., has arrived here to join his wife in an extended and very enjoyable visit at the home of Mrs. Geske's brother and sister-in-law, Mr. and Mrs. G. H. Faber, on Saratoga avenue.

◆ ◆ ◆

Wylie Bass Smith returned from Denver last week, where he has been in the Fitzsimmons hospital for treatment of an illness contracted during the late war.

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E. C. Allen went to Los Angeles on a business trip last Monday.

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Mr. and Mrs. Stuart Anderson of the Muir Apartments have moved into their new home at Lincoln Acres.

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BOBBIE'S BIRTHDAY PARTY

Little Robert McMahon entertained a number of his little friends last Tuesday at the home of his parents, Mr. and Mrs. George F. McMahon, at 4762 Santa Cruz avenue, the occasion being his sixth birthday. A birthday cake decorated with six candles was the entrancing attraction for the happy kiddies. Ice cream and cake was served. The home was beautifully adorned in pink and yellow. The following guests were present: Billy, Gypsy, Betty and Dickie White, Orland Cunningham, Thelma and Ruth Sartori, Valley and Wanda Fletcher.

Mrs. Marie A. Schroeder of San Diego spent the week-end at the new home of her son-in-law and daughter, Mr. and Mrs. Charles S. Moore of 4775 Narragansett avenue. She expressed great delight at the wonderful growth of Ocean Beach.

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Mrs. L. M. Westcott of De Foe street motored to Alhambra last Monday to spend the week with her friends, Mr. and Mrs. Frank Daugherty. Mr. Daugherty is physical instructor of the Los Angeles schools.

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For age and want, save while you may;
The rising sun shines not all day.

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John O'Rourke of Muir avenue is the possessor of a fine new Star automobile.

◆ ◆ ◆

Mr. and Mrs. Eber Patton are rejoicing over the arrival of a little baby daughter which took place at St. Joseph's hospital on February 16.

◆ ◆ ◆

Mrs. S. C. Jordan of the "Peek-in" Tea Room and Gift Shop on Newport avenue entertained a few friends Sunday afternoon with an informal birthday luncheon. Those invited were: Mrs. V. King, Mrs. A. Mies, Mrs. M. Boles, Mrs. S. B. Moore, Mrs. M. C. Bunstead and Miss Berdina Moore.

◆ ◆ ◆

Last Saturday La Jolla was the scene of a very jolly picnic, the occasion being the reunion of neighbors who formerly lived in Omaha, Neb. Those present were: Mr. and Mrs. William Redgwick of Omaha, Mr. and Mrs. Clark Shelley of San Diego, Mr. and Mrs. W. D. Briggs and Miss Winifred Briggs of La Mesa, Mr. and Mrs. Frank Stallard of San Diego and Miss Emily Newcomb of Ocean Beach.

* * *

Charles M. Wheeler takes commendable pride in keeping his houses forming the fine Sunset Crest group in apple pie order.

Ocean Beach Vegetable Gardens and Poultry Yards
L. H. MARTIN, Prop.
4734 Long Branch Avenue
FRESH VEGETABLES AND PLANTS
Dressed and Undressed Poultry
HATCHING EGGS
R. I. Reds, Minorcas, White Langshans
Muscovy Ducks
VISITORS WELCOME

Church News

FIRST BAPTIST CHURCH

Rev. Rolla E. Brown, Pastor
Residence, 4802 Coronado avenue.

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday—Meeting for social prayer and conference at 7:30 p. m. The public is cordially invited to these meetings.

Next Sunday morning the sermon will be by Rev. Floy Barkman. In the evening Rev. B. H. Blanchar will preach. The pastor will be absent on a vacation for a few weeks, but the services will be held as usual with the assistance of other ministers of the city and vicinity, notably Rev. L. P. Valentine, the new city missionary of the Baptist City Mission society of San Diego.

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UNION CONGREGATIONAL CHURCH

Rev. Frederic J. Stoetzel, Pastor
Church school at 9:45.
Morning worship at 11.
Evening worship at 7:30.

Sunday morning Mr. Stoetzel will preach the second of a series of Lenton sermons on "Personal Religion." Anthem, "One Sweetly Solemn Thought," by choir.

A social concert will be given in the evening and the following will constitute the larger part of the program: Prelude, "Canzona" (Bohm), Emil C. Reinbold. Duet, "O, Saving Host" (Wiegand), Messrs. Roberts and Turner. Soprano solo, "Sun of My Soul" (Greene-, Mrs. Juanita Close, violin obligato, Dr. Chappel. Violin solo, "Le Sygne" (C. Saint-Saens), Emil C. Reinbold. Soprano solo, "The Living God" (O'Hara), Mrs. H. R. Sylvester. Anthem, "Beneath the Cross of Jesus" (Berkald), choir. Soprano solo, "Ave Maria" (Mascagni), Mrs. Juanita Close. Soprano solo, "I Heard the Voice of Jesus Say" (Phillips), Mrs. H. R. Sylvester. Violin solo, "Souvenir" (Franz Drdla), Emil C. Reinbold. Pianist, Mrs. F. J. Stoetzel.

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CATHOLIC CHURCH

Rev. Declan E. Foley, rector of the Church of the Sacred Heart, announces his ministerial hours as follows:

Sundays, 8:30 a. m. and 7:30 p. m., Sunday school 9:30 a. m., Ocean Beach. Services at Roseville Sunday at 10 a. m.

◆ ◆ ◆

TRINITY MISSION EPISCOPAL

Rev. George Wallace, D. D.
Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

VALENTINE BIRTHDAY PARTY

Miss Louise Kingsbury's thirteenth Valentine birthday party was celebrated by a number of her friends last Saturday at the home of her grandmother, Mrs. E. Macklin, from St. Louis, Mo., who is now occupying the Clairner cottage on Cable and Del Mar avenue. A jolly good time was had by all, taking group pictures. The home and tables looked beautiful in their seasonable decorations and favors at each plate. The following merry guests were present: Martha Klin, Erma Stableber, Eliza Martin, Winona Bishop, Marion Root, Helen Ross, Martha Stegmueller and the honor guest, Miss Louise Kingsbury. day.

◆ ◆ ◆

GONE TO LONG BEACH

Mr. and Mrs. H. W. Donaldson, Jr., left last Thursday for Long Beach, where they will make their future home in a beautiful new residence built for them on Orange avenue by Mr. Donaldson's father. The talented musical Donaldsons will be greatly missed by their many friends here. Mr. Donaldson, Jr., is engaged in the realty business at Long Beach with his father.

William McMeans to Hannah McMeans—Lots 7 and 8, block 28, Ocean Beach Park.

O. B. NOTION SHOP
DR. DENTON SLEEPING GARMENTS
REDUCED PRICES ON CHILDREN'S AND WOMEN'S UNDERWEAR

San Diego's All-Year-Round TOY LAND
CHILDREN'S OUTDOOR PLAYTHINGS
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Gold Fish and Aquariums
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SAN DIEGO'S OLDEST BIRD STORE

Phone: Pt. Loma 74
Hotel Newport
G. D. Gammon, Prop.
Rooms as Low as $5 Per Week
Apartments $30 Per Month
4965 Newport Ave., Ocean Beach

BEACH BARBER SHOP
5032 Newport Avenue
First Class Work Guaranteed
OPEN ALL DAY SUNDAYS
Children's Hair Cutting 35c
Call and see us—we'll treat you right.

$500
Three Fine Hillside Lots
75 x 140
North of Newport Avenue
AGNES G. ELLS
Notary Rentals
5006 Niagara Avenue Pt. Loma 46-W

J. W. JOBES
BUILDER
4522 Long Branch Avenue
OCEAN BEACH, CALIF.
Phone, Point Loma 36

EAT
CRAMER'S HARVEST BREAD
Tastes Better
Toasts Better
Keeps Better
MOST OCEAN BEACH GROCERS CARRY IT

Telephone: Point Loma 20-W
O. B. FEED, FUEL AND EXPRESS
Hay, Grain, Wood, Coal
SEEDS, POULTRY AND RABBIT SUPPLIES
1918 BACON STREET

FRED KENNER
DESIGNER and BUILDER
ESTIMATES AND PLANS FURNISHED
4987 Newport Ave., Ocean Beach

The foreign governments owe Uncle Sam over eleven and a half BILLION dollars, while the public debt of the United States foots up twice that amount.

It is announced on good authority that the street car service on the Ocean Beach line will be improved this season, all reports to the contrary notwithstanding.

OCEAN THEATRE

COMING SATURDAY
GLORIA SWANSON
—in—
"The Impossible Mrs. Bellew"
AND COMEDY

COMING SUNDAY
ELSIE FERGUSON
—in—
"The Outcast"
—Also—
"The Leather Pushers"
Reginald Denny
Also Comedy

SPECIAL
Wednesday and Thursday
GUY BATES POST
"The Masqueraders"

Well, Don't Miss This
Admission Children 15c, Adults 30

Come early—doors open at 7:15

FREE Crank Case Service, Tire, Water and Battery Tests
O. B. Park Service Station
WILFRED SWARTS, Proprietor
Auto Repairing of All Kinds
ED BEDFORD, Mechanic
Corner Cable and Voltaire Sts.

Phone Point Loma 49
Ocean Beach Lumber Company
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5050 Newport Avenue
Lumber, Cement, Roofing Paper, Paints, Hardware and Household Supplies
Lumber Estimates Cheerfully Given

Dr. Earl L. Chappell
CHIROPRACTOR
Phones 663-21 San Diego, Cal.
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Residence Phone Point Loma 125-J
Office Phone Point Loma 136

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Bermuda Avenue "On the Hill"
Nice KONTIA PALMS at 50c
ROSES, MARGUERITES and Other Seasonable Plants
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From a Visiting Card to a Poster
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Ocean Beach, California

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THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y.-Treas.

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FRIDAY, FEBRUARY 23, 1923

THE BEACH NEWS is on sale regularly at the STATION NEWS STAND, Niagara avenue and Bacon street, and at FROIDE'S PHOTO STUDIO, Newport avenue, opp. the postoffice.

EVERY DAY IN EVERY WAY

The NEWS, The Beach,
And Everyone, Are Growing,
Better and Better!

(Contributed by John Harrison, 103 Grant Ave., Jersey City, N. J.)

INFLUENCE OF EDITOR IN VILLAGE AND SUBURBAN TOWNS

The radio will not supplant the newspaper as a distributer of news, said Chester S. Lord, editor, author and chancellor of the university of the state of New York, in an address recently on journalism as a profession. Mr. Lord said that the radio requires its patrons to adapt themselves to its time, instead of adapting itself to their time, as the newspaper does.

Mr. Lord, who was managing editor of the New York Sun under the late Charles A. Dana, eulogized Dana as one of the greatest editors that this country ever had.

The editor of **The Beach News** is rather proud of the fact that he obtained his newspaper training under Managing Editor Lord and City Editor "Dan" Kellogg during the glorious Dana regime of the New York Sun, and humbly echoes the eulogy of his former great journalistic chief.

Speaking of journalism as a career today, Mr. Lord said that there was more opportunity for a young man in small towns than in the greater cities, especially in New York.

Newspaper men in the larger cities, he said, must, as a rule, write under direction, but in a village the conditions are reversed. The editor generally owns the sheet and may write as he pleases. The editor in a village or suburban town is one of its most influential citizens.

"Never have I seen such opportunity for newspaper editors as at present. Moreover, the honest editor is needed now as never before."

The country needs good editors, Mr. Lord said, because of the influence of the newspapers and the pressure of present problems, political, social, intellectual, artistic and moral.

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EDITOR H. W. CROOKS HITS THE NAIL SQUARELY ON THE HEAD

Each year every local paper gives from $100 to $500 in free lines for the benefit of the community in which it is located. No other agency can or will do this. The local editor, in proportion to his means, does more for his town than any other ten men, and in fairness man with man, he should be supported, not because you happen to like him, or admire his writings, but because a local paper is the best investment a community can make. It may not be brilliant or crowded with great thoughts, but financially it is more of a benefit to a community than a preacher or a teacher.—Chula Vista Star.

◆ ◆ ◆

Newport Beach, in the state of California, has just let a contract for the construction of a pleasure pier—and so has NOT Ocean Beach!

Mary E. Rahn to Harry Schwartz—Lots 6 to 10, 31, 32, block 235, Pacific Beach.

FLORICULTURE AND HORTICULTURE

By DONALD CAMERON

"SOIL AND ITS PREPARATION"

(Continued)

The top spit of a parallel strip to this first strip is then thrown up and wheeled in a similar manner. The second spit of the first strip is then thrown up and also wheeled to the opposite end of the patch, where it is to be kept separate from the top spit. At this stage we have one strip about ten inches or a foot wide, which is excavated to a depth of two spades, and adjacent to this a parallel strip, which has been excavated to a depth of one spade.

The soil or subsoil at the base of the first strip is now to be broken up with a pick or spade, but left in place. On this a liberal dressing of fertilizer should be spread and on this the second spit of the second strip should be thrown. On this another layer of fertilizer should be placed, and on this should be thrown the top spit of a third spit, adjacent to the second. At this stage, we have the end strip completed, consisting of a spade's depth of broken-up soil or subsoil at the bottom; a layer of fertilizer on this, a layer of second spit (derived from the second strip) on this, a layer of fertilizer resting on this second spit, and the whole covered with a layer of the spit derived from the third strip. The second strip is now excavated to the depth of two spades, and its base should in like manner be broken up to a further spade's depth and should then be covered with fertilizer, with the second spit from the third strip, with another layer of fertilizer and with a layer of top spit from the fourth strip.

(Continued next week

Recipes and Household Hints

FRUIT SALAD DRESSING

Contributed by Miss M. E. Slater

One-half cup pineapple juice, one-half cup lemon juice, two eggs, lump butter. Mix all together, then boil until thick like custard. Cool, beat in cream or marshmallow whip.

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TWO FROM SAN DIEGO

Editor The Beach News:

I have noticed recently some fine recipes for foodstuffs. I should like to add a couple to the list:

NUT BREAD

Three and one-half cups of flour, three and one-half teaspoons baking powder, one-half cup sugar, one-half teaspoon salt. Sift all together and add one beaten egg and one cup milk, one cup ground English walnut meats. Bake one hour in slow oven.

DATE MUFFINS

One-third cup butter, one egg, two cups flour, two teasponos baking powder, Royal preferred; one-half teaspoon salt, three-fourths cup milk, one-half pound dates, cream butter. Add beaten egg, flour in which baking powder and salt have been sifted, then milk. Stir in dates, which have been pitted and cut in small pieces. Bake twenty or twenty-five minutes in greased gem pans in hot oven.

You will find both recipes delicious.

Sincerely,
MRS. H. L. STONE.
3330 Albatross street, San Diego.

THE "KNOCKER"

(Contributed)

After God had finished the rattlesnake, the toad and the vampire, He had some awful substance left with which to make a "knocker." The "knocker" is a two-legged animal, with a cork-screw soul, a water-sogged brain and a combination backbone made of glue and jelly; where other people have their hearts, he carries a tumor of rotten principles; when the "knocker" comes down the street, honest men turn their backs, the angels in heaven take refuge behind their harps and the devil bars and locks the gates of hell.—**Missouri Brunswicker.**

It will very likely be another six months or so before "free delivery" of the mails can be an assured fact at the Beach.

There is every prospect of a dental parlor being located on Newport avenue at an early date.

Jeannette and Thomas Kneale to Mary E. Cooper—Lot 26, block 102, Ocean Bay Beach.

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A visit to the O. B. Vegetable Gardens and Poultry Yards will convince you that you get the cleanest, freshest and best at all times. 4734 Long Branch avenue.

FURNISHED bungalow for rent at 4728 Narragansett avenue. Phone Point Loma 112-J-K.

FOR RENT—Upright piano. Phone owner, Hillcrest 2151 or Point Loma 63 for information.

LOST—A green corduroy hood cover of a baby buggy, last Monday on Muir avenue or De Foe street. Finder please notify P. O. Box 427, Ocean Beach.

FOR SALE—New, modern, plastered house, three rooms and bath; built-in features, including built-in Murphy bed; Detroit Jewel gas range; all new; never used; two lots, 4862 Santa Monica avenue. See Peltcher, the plumber, for key. Address owner, D. H. Dever, P. O. Box 1305, Tucson, Arizona.

BROODY HENS For Rent. Langshan eggs for hatching; breeding stock for sale. Mrs. L. O. Van Hook, 4720 Santa Cruz Ave. Phone Point Loma 17.

FOR EXCHANGE—Oldsmobile in A-1 condition for lots on or near West Point Loma Blvd. Auto can be seen at 2284 Soto. Phone Pt. Loma 137-W-K.

WANTED—Chiffonier or dresser, with mirror. State price and particulars. Box 479, Ocean Beach.

PRIMPING UP

Arthur Edely, the well-known expert landscape gardener of 2328 Ettawanda street, has been devoting his skill and abilities this week to improving the appearance of the trees, rose bushes, vines and shrubbery embellishing the grounds and lawns surrounding The Beach News office. And he's making a mighty fine job of it, too.

Seven and one-half BILLIONS of people were transported by motor cars in the United States last year, and the gasoline consumption for the same period totaled nearly five and one-half billion gallons.

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Flagpoles will soon adorn the new Walsh building on Newport avenue, and Fletcher's plumbing emporium on Niagara avenue.

Jennie L. Locker to W. C. Locker (husband)—Lots 19, 20, block 176, Pacific Beach.

Pacific Beach

MRS. LUCY WOODWARD
Authorized Representative For
PACIFIC BEACH
Phone Pacific Beach 471
1739 Hornblend Street
Pacific Beach

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered, hence several complaints recently.

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"ROUND-ROBIN" VALENTINE

The Reading Club had a most enjoyable Valentine Day program Thursday, in charge of Mrs. Millar. Mrs. Richert read a paper on Valentine of long ago, following which Mrs. Millar passed around a Valentine pie. The hostesses, Mrs. Challand and Mrs. Floyd, not being present, refreshments were served by the social committee, assisted by Mrs. McAusvier. A "round-robin" Valentine, signed by all present, was sent to Mrs. Agnes Parker with congratulations and the best of good wishes on the occasion of her thirty-third birthday next day.

MINUET DANCE POSTPONED

The Social Club held a Washington's birthday dance in the clubhouse, with Mrs. Roffe and Mrs. Weldson as hostesses. Mrs. Martin was planning for this occasion an old-fashioned minuet by some of the little girls, but on account of sickness, this had to be postponed.

STREET SIGNS AND PAVING

The Community League held its regular meeting Monday night. Various matters of interest were brought up for discussion, amongst which was the proposition to narrow Ingraham street, which is now 125 fet wide, to eighty feet to conform with the other streets. No progress had been made in the paving of this street for the benefit of children attending the new school to be built this summer. The material sent for signs on the streets intersecting the boulevard not proving satisfactory, this matter was also deferred. Willis Shelton, candidate for mayor from La Jolla, spoke of his plan to develop a scenic drive over Mt. Soledad through Pacific Beach to San Diego.

PACIFIC BEACH BREVITIES

Mrs. Woodman gave a luncheon party at the Hotel Churchill Saturday. Those present were: Mrs. F. T. Scripps, Mrs. Hunkle, Mrs. Joslin, Mrs. Scott, Miss MacLaury, Miss Fanny MacLaury, Mrs. Thomas Davis and Mrs. Richert.

Mr. and Mrs. Frederickson have returned from their auto trip to San Francisco and, with their children, are staying with Mrs. Frederickson's mother, Mrs. Perkins, at her home on Felspor avenue.

Mr. and Mrs. Tarrant of Victoria, B. C., and now staying at La Jolla, were guests of Mrs. Burbidge and her mother, Mrs. Heathcote, last week.

Mrs. Carolyn Anderson entertained a company of relatives and friends of Mrs. Agnes Parker at her home recently, the occasion being Mrs. Parker's eighty-third birthday, and proved a most enjoyable one, with gifts and the best of good wishes from her many friends.

Dr. Adams trapped three wild cats in Mr. Rozzelle's chicken yard. He has tanned the skins and Mrs. Rozzelle says she takes great satisfaction in stepping on them as frequently as possible.

Mrs. Hinkle has come from Fullerton and is visiting old-time friends in Pacific Beach.

Mrs. Pike is entertaining Mrs. Rowan as house guest.

Chester Dodge has been sick with pneumonia, but is better and able to continue the building of his new bungalow on Lamont street.

Mrs. Arthur Lane and children are planning a visit to Pacific Beach. They will spend part of the time with Dr. and Mrs. Hollister and part with Mr. Lane's parents in East San Diego.

Mrs. M. E. Rowan of San Diego is visiting Mrs. W. A. Pike at her home on Hornblend avenue.

The all-day meeting will be held on Tuesday, February 27, at the home of Mrs. Margaret Richert. The missionary topic is: "Work Amongst the American Indians," and there will also be election of officers in both societies.

Mrs. Dave Furry and children, formerly of Pacific Beach, are visiting Dr. and Mrs. Hollister.

THANK YOU, BROTHER BOOSTERS

Pacific Beach, Calif., Feb. 19, 1923.
Mr. Kirk Smith,
Editor **The Beach News,**
4829 Saratoga Avenue, Ocean Beach, Calif.

Dear Mr. Smith: A word to advise you that you may go to the expense of purchasing additional headline type with which to add to your interesting paper: "Officially Endorsed by the Pacific Beach Community League."

The above action was taken at the last meeting of the league, but as yours truly had a temporarily disabled soupbone, he was unable to sling a pen or tickle a typewriter.

Trusting the action as taken will meet with your approval, with kindest personal regards,

Cordially and sincerely yours,

(Got this from our old friend Woodrow.)

THE PACIFIC BEACH COMMUNITY LEAGUE,
FRED L. BROPHY,
Secretary-Treasurer.

Property Transfers

Ida S. and David B. Heller to Jean S. Parmelee and Emily Moore Smith, lot 29 and west half of lot 30, block 70, Ocean Beach.

Julia P. and George B. Hemphill to Laura S. Cogswell, lots 9 and 10, block 34, Ocean Beach.

Bert W. Wenrich to Harriet Ellis, Lot 19, block 51, Ocean Beach.

Union Trust company of San Diego, trustee, to Clawson Jones et ux—Lots 29 and 30, block 72, Ocean Beach.

Florence Helen Adler to Gus M. Adler—Lots 9 to 12, block 33, Ocean Beach.

M. Ellen Kershaw to Henry J. and Eugenia A. Warren—Lots 19 and 20, block 10, Ocean Beach Park.

S. L. Rudolph to Mrs. Laura S. Fitzsimmons—Lots 17 an d18, block 53, Ocean Beach.

David W. Phipps, Valle T. Young, Josephine Thompson, Roy Burke and Luther E. Phipps to Benjamin R. Owings et ux—Lots 5, 6, block 60, Ocean Beach.

J. S. and Charles N. Parmelee to David H. Heller, et ux.—Lots 7, 8, block 13, Ocean Beach.

Margaret Gray to Harry J. and Ethel Mary Devereaux—Swly 40 feet of lots 45 to 48, block 76, Ocean Beach.

Western Investment company to Paul A. and Margaret E. de Lannoy—Lots 21, 22, block 52, Ocean Beach.

E. E. and Eva D. Rodabaugh to E. E. Dadrum—Lot 17, block 85, Ocean Beach extension, lots 37 and 38, block 19, Ocean Beach Park.

ROSEVILLE VALENTINE PARTY

The members of Point Loma Assembly and guests enjoyed a gala evening February 14, celebrating the birthday of the patron saint of hearts. Music, dancing and story-telling, with cards for those who did not dance, made the hours pass swiftly. Miss Edith Seaver of Point Loma rendered a group of songs in a rich contralto voice, full of charming melody. She was generous in her encores and responded to a request later in the evening, cuch to the delight of her audience. Miss Gertrude Peterson of Loma Portal followed with selections suited to her clear lyric soprano and gave great pleasure. Mrs. Woodruff accompanied the singers.

Mr. Geoffrey Shurlock, accompanied by Miss Helen Thatcher, favored the audience with clarinet solos which were enthusiastically appreciated. The dancing music was furnished by the new Point Loma orchestra.

Valentine decorations and a big grate fire made the clubhouse very attractive.

Punch, coffee, cake and sandwiches were served as refreshments.

The committee in charge of the entertainment was composed of Miss Eolia Davidson, Miss Edith Seaver, Miss Helen Thatcher and Geoffrey Shurlock.

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Just a Few Pair of Blankets, to clear; regular price $5.00. Sale price $3.25
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All sorts of Ginghams, 27-in.; per yard 12c
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RAISINS AND RAISIN BREAD

The Raisin Growers' advertising campaign is teaching people the value of raisins—is making people think and talk raisins. Cramer's Raisin Bread offers a new way to satisfy your raisin appetite. Cramer's Raisin Bread is the full-fruited loaf, four and one-half ounces—a whole nickel's worth—of luscious, juicy, tender, seedless raisins in each loaf. It is the rich flavory Harvest loaf with Raisins which can be safely recommended for its goodness.

Isreal and Goldie Lerner to William H. Johnston, et ux.—Lots 33, 34, block 9, Ocean Beach Park.

Boils and Carbuncles

Editor The Beach News:

Please publish this recipt, "Probono Publico." I was greatly afflicted in my younger days with boils, which turned to carbuncles, and many doctors could not stop them. The best they could do was to relieve the misery by the lance. Thousands of doctors are trying to "isolate" the microbe that causes the boils. That will make that doctor famous, but we who suffer are satisfied to kill the "microbe" and let it go at that. At last I got this old Indian remedy, and for about forty years I have not had the least trouble from boils.

The only request I make is that when you try it, are cured, that you tell some other sufferer, and pass it along. D. C. CROSBY.

D. C. CROSBY'S CURE FOR BOILS AND CARBUNCLES

Put two ounces of Canadian Fir Balsam (be sure of this) in a preserve jar, and set it in a dish of warm water (to thin it). Then add the yolks of three fresh hens' eggs, and with a stick stir until the balsam is all out. Then add one pint of honey or molasses and stir it until it is thoroughly mixed. Leave the stick in it and stir whenever used.

Dose—Take one teaspoonful at bed time for three nights; then omit it three nights; then take three; omit three, and so continue until all is taken. For children reduce the dose according to age.

BOOST FOR HASTINGS

Edgar F. Hastings, pioneer Point Loma contractor and builder, has announced his candidacy for membership on the Board of Education at the coming election. Mr. Hastings has been a resident of the peninsula for fifteen years and has the interest of the Beach and bay district firmly at heart.

"Pete" Cunningham has forsaken Mission Beach and is now domiciled on Santa Monica avenue.

Vote for the Library Bonds.

Philip Mayer Co.
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AT REASONABLE PRICES
C. H. ORCUTT
2209 Chamberlain Court
Near the Bridge OCEAN BEACH

Some of the finest houses at the beach have been already secured by naval officers for future residence, while stationed at the marine base near Loma Portal.

Grand Opening Tomorrow of *Chop Suey Inn* at Newport Cafe